

# ABSTRACT

A loading apparatus with which it is possible to securely connect connection terminals of a recording medium to terminal electrodes, thereby enhancing the reliability of operations of the loading apparatus. A holder (34) which holds a recording medium (100) having connection terminals (105) and which is moved between an insertion/take-out position where the recording medium is inserted or taken out and a completion position where the loading of the recording medium is completed, and a lock lever (42) for locking the holder in the insertion/take-out position, are provided, and the locking of the holder in the insertion/take-out position by the lock lever is released when the connection terminals of the recording medium are connected to the terminal electrodes.